

In the Claims:

1. (original) A shelf-mountable display device, comprising:
 - a shelf mounting bracket element having a vertical wall and a rearwardly-extending mounting flange;
 - means engageable with said mounting flange for affixing the bracket element to a front edge area of a shelf; and
 - a product display case further having a rear wall mounted to said vertical wall, said display case comprising a product means extending forwardly of the bracket element vertical wall and a clear dome coupled to said vertical wall enclosing said product support means.
2. (original) The display device of claim 1, wherein said product support means comprise a product display shelf.
3. (original) The display device of claim 2, wherein said clear dome is mounted to the rear wall.
4. (original) The display device of claim 3, wherein said product display shelf further includes a forward wall having product support means.
5. (original) The display device of claim 4, wherein said product display shelf forward wall extends between top and bottom walls of the product display shelf.
6. (original) The display device of claim 2, wherein said product display shelf and dome each include interfitting peripheral walls.
7. (original) The display device of claim 6 further including a display card having an upturned front edge adjacent a lower portion of a front surface of the dome and a rear portion located between a bottom wall of said product display shelf and an interfitting peripheral wall portion of said dome.

8. (original) The display device of claim 7, wherein the lower portion of the front surface of the dome is in the form of a bulge to accommodate the upturned front edge portion.

9. (original) The display device of claim 1 further including a display card having an upturned front edge portion positioned adjacent a lower portion of a front surface of said dome.

10. (original) The display device of claim 9, wherein the lower portion of the front surface of the dome is in the form of a bulge to accommodate the upturned front edge portion.

11. (original) The combination of:

a shelf;

at least one kit package for constructing at least one craft project object removable located upon said shelf; and a display device mounted to a front edge of the shelf adjacent said at least one kit package and comprising a shelf mounting bracket element having a vertical wall and a rearwardly-extending mounting flange; means engageable with said mounting flange for affixing the bracket element to a front edge area of a shelf; and a product display case mounted to said vertical wall, said display case further comprising a product display shelf having a wall for display of at least one of the craft projects constructable by said kit package extending forwardly of the bracket element of the wall and a clear dome enclosing said product display shelf and coupled to said vertical wall.

12. (previously presented) A shelf-mountable display device, comprising:

a shelf mounting bracket element having a vertical wall and a rearwardly-extending mounting flange;

means engageable with said mounting flange for affixing the bracket element to a front edge area of a shelf; and

a product display case of an extended length having a rear wall non-rotatably mounted to said vertical wall, said display case further comprising a product support means extending forwardly of the bracket element vertical wall and a clear dome coupled to said vertical wall enclosing said product support means.

13. (previously presented) A shelf-mountable display device, comprising:
a shelf mounting bracket element having a vertical wall and a rearwardly-extending mounting flange;
means engageable with said mounting flange for affixing the bracket element to a front edge area of a shelf; and
a product display case having a rear wall mounted to said vertical wall, said display case further comprising a product support means extending forwardly of the bracket element vertical wall and a dome having clear front and side portions coupled to said vertical wall enclosing said product support means. to provide unobstructed front and side viewing of a product placed upon the product support means.

14. (currently amended) A store display, comprising the combination of:
a kit package for constructing at least one craft project object ; and
a display device mounted to a front edge of a shelf adjacent said at least one kit package and comprising a shelf mounting bracket element having a vertical wall and a rearwardly-extending mounting flange; means engageable with said mounting flange for affixing the bracket element to a front edge area of the shelf; and a product display case having a rear wall mounted to said vertical wall, said display case further comprising a product display shelf for display of at least one of the at least one craft project object constructible by said kit package extending forwardly of the vertical wall of the bracket element and a clear dome enclosing said product display shelf and coupled to said vertical wall.

15. (previously presented) The store display of claim 14 further comprising the at least one craft project object positioned upon the product display shelf.

16. (previously presented) The display device of claim 1 further including display indicia located within the dome.

17. (previously presented) The display device of claim 16 wherein the display indicia are located proximate the display case rear wall.

18. (previously presented) The display device of claim 16 wherein the display indicia is in the form of a display card.